# Catawba County Board of Health Minutes April 6, 2015

The Catawba County Board of Health met on Monday, April 6, 2015. The regular meeting of the Board of Health convened at 7:00 p.m. at Catawba County Public Health, 3070 11<sup>th</sup> Av Dr SE, Hickory, NC 29602 in the Boardroom.

**Members present:** 

Mr. William Mixon, Chair

Mr. John Dollar, Vice-Chair

Mr. Dan Hunsucker, County Commissioner

Dr. Sharon Monday Dr. Matthew Davis Mr. Brian Potocki

Dr. David C. Hamilton, Jr.

Ms. Brenda Watson Ms. Naomi East Dr. David L. Harvey

Staff present:

Mr. Doug Urland, Health Director

Ms. Kelly Isenhour, Assistant Health Director

Ms. Sindie Sigmon, Business Manager II Mr. Mike Cash, Environmental Health Supervisor

Mr. Scott Carpenter, Environmental Health Supervisor Ms. Amy McCauley, Community Outreach Manager

Ms. Rhonda Stikeleather, Children's Services Nurse Supervisor

Ms. Marilyn B. Klinger, Administrative Assistant II

Visitor:

The Honorable Nathaniel Poovey, Senior Resident Superior Court Judge

### CALL TO ORDER

Mr. William Mixon, Chair called the meeting of the Catawba County Public Health Board to order at 7:00p.m. Mr. Mixon welcomed Dr. David L. Harvey the new Board Member being sworn in at this meeting, and the Honorable Nathaniel Poovey, Superior Court Judge for Catawba County.

#### OATH OF OFFICE

Dr. David L. Harvey is a physician in Hickory, N.C. and was appointed by the Catawba County Board of Commissioners at their March 16, 2015 meeting to serve on the Catawba County Board of Health effective April 6, 2015. Dr. Harvey attended orientation for Board of Health members prior to this meeting of the Board of Health.

Mr. Mixon asked the Honorable Nathaniel Poovey, Senior Superior Court Judge, to step forward and administer the oath of office to Dr. David L. Harvey. Judge Poovey read the following oath and ask Dr. Harvey to repeat after him.

- I, David L. Harvey, do solemnly swear that I will support the Constitution of the United States; so help me God.
- I, David L. Harvey, do solemnly and sincerely swear that I will be faithful and bear true allegiance to the State of North Carolina, and to the constitutional powers and authorities which are or may be established for the

government thereof; and that I will endeavor to support, maintain and defend the Constitution of said State, not inconsistent with the Constitution of the United States, to the best of my knowledge and ability, so help me, God.

I, **David L. Harvey**, do further swear that I will well and truly execute the duties as a Catawba County Board of Health member according to the best of my skill and ability, according to law; so help me God.

Mr. Mixon thanked Judge Poovey and welcomed Dr. Harvey as a member of the Catawba County Board of Health.

## APPROVAL OF THE AGENDA

Mr. William Mixon, Chair, stated that the agenda for the April 6, 2015 meeting was included in the packet and he asked if there were any changes to the agenda. Hearing none, Mr. Mixon asked for a motion to accept the Agenda as amended. Mr. Dan Hunsucker so moved and Dr. Sharon Monday seconded the motion. The motion passed unanimously.

## APPROVAL OF MINUTES

Mr. William Mixon, Chair, stated that the Minutes for March 2, 2015, were received in the Board packet. He asked if there were any changes to be made to those minutes as presented. Hearing none Mr. John Dollar made a motion to accept the Minutes for March 2, 2015, as presented. Dr. David C. Hamilton, Jr., seconded the motion and the motion passed unanimously.

### PUBLIC COMMENTS

Mr. Mixon asked if anyone presented to speak before the Board. Ms. Marilyn Klinger, Administrative Assistant II, stated that no one had presented to speak.

## **NEW EMPLOYEES**

Mr. Mixon asked if there were any new employees present to present to the Board. Ms. Rhonda Stikeleather stated that no new employees were present at this time.

## **COMMISSIONER'S COMMENTS**

Mr. Dan Hunsucker, County Commissioner, stated that the Catawba County Board of Commissioners met on this date and adopted four proclamations.

- April 12-18, 2015 was declared as National Library Week and all residents were encouraged to visit the library to take advantage of the wide variety of resources available to library patrons.
- April 12-18, 2015 was declared as National Public Safety Telecommunications Week and the Commissioners recognized the men and women whose diligence and professionalism keep our county and citizens safe.
- April, 2015 was declared as County Government Month in Catawba County. The theme of this proclamation was to encourage counties to focus on ways they have improved their communities by building new facilities, efficient cyber systems and networks, water and sewer improvements and other services.
- April 6-12, 2015 was declared as National Public Health Week. The proclamation supported Catawba County Public Health's efforts to make the healthy choice the easy choice for everyone in the community through enhanced opportunities for physical activity, increased access to healthy nutritional options, and creation of tobacco-free environments.

The Commissioners also adopted a resolution to accept an offer made by Chen Development, LLC, to purchase surplus properties and advertise the offer in accordance with North Carolina General Statute 160A-269 for the sale of property by negotiated offer, advertisement and upset bid. The properties are a 0.57 acre lot and a 0.34 acre portion of another lot located at 108 29th Avenue NE and 120 29th Avenue NE, respectively, in Hickory. CVMC purchased the properties in March 1997 as part of the purchase of other properties on which Catawba Valley Family Medicine – North Hickory now sits.

Although the specific use of the land is unknown, CVMC has been informed by Mr. Ryan Lovern, Commercial First Realtor, that the intended use does not conflict or compete with CVMC's medical office practice located nearby.

Mr. Hunsucker stated that the Commissioners also adopted the 2015 Unifour Regional Hazard Mitigation Plan. Catawba County and each of the municipalities within the county, along with Alexander, Caldwell and Burke counties and their municipalities, participated in a regional multi-jurisdictional hazard mitigation planning effort that began in June, 2013.

Hazard mitigation actions are taken to reduce or eliminate the long-term risk to life and property from a variety of hazards. Adoption of this plan is a significant step in fulfilling the Board of Commissioners 2015 goal for the emergency management program to provide efficient and effective pre-hospital emergency services, improve public safety, minimize property damage and protect areas from disaster.

Doug Urland, Health Director also made a report on the "State of the County" from a Public Health perspective.

## 2014 STATE OF THE COUNTY'S HEALTH (SOTCH) (Minutes Attachment I)

Ms. Amy McCauley, Community Outreach Manager, gave reported on the 2014 State of the County's Health (SOTCH).

The State of the County Health (SOTCH) report is the annual snapshot of Catawba County's health status based on available health data. She stated that the date this report is due has changed to March each year. This report is produced to help the community: stay abreast of current health issues; identify emerging health issues; and track health priorities.

The report comes in two parts, which includes an overview report or a narrative summary, and the data appendix with health data that has been collected for Catawba County. The data includes mortality and morbidity data (or incidence data for diseases). The data for the county level is limited and is at least 2 years behind.

Ms. McCauley stated that the leading causes of death in Catawba County show a few changes. Cancer is still the leading cause of death for Catawba County followed by heart disease. However, chronic lower respiratory diseases have moved up to the third spot on the list of leading causes of death, and stroke is listed as fourth. All other unintentional injuries is fifth leading cause, Alzheimer's and Diabetes have decreased, however, Pneumonia has risen to the eighth cause of death. Kidney disease is listed as ninth and suicide is now in the top 10 leading causes of death.

See the chart in the attached PowerPoint presentation listed as (Minutes Attachment I)

Ms. McCauley stated the report looks at five year trends and she summarized these trends. Significant changes representing a 15% or more increase or decrease over time are highlighted. The trends that are on the rise are: Chronic Liver Disease and Cirrhosis has increased to 41.9%, which includes: alcohol and liver disease, chronic hepatitis, and fibrosis and cirrhosis of the liver; Suicide increased to 16.9%, and Homicide has increased to 40.4%. She stated that the significance threshold for all three health concerns is based on small rates (meaning

that the impact in terms of magnitude, even while increasing, is still small) and should be interpreted with caution.

She stated that the good news is that a lot of things are on the decline, which means they are improving. Some of the health concerns on the decline are deaths from stroke, Diabetes, Alzheimer's disease, and colon cancer, as well as colon cancer incidence. Prostate Cancer mortality is also showing a decline and Ms. McCauley highlighted that in red because it had the largest change. Prostate Cancer incidence has also decreased in Catawba County.

The comparison of the county health statistics to the State of North Carolina data, shows that prostate cancer incidence and mortality are both lower than the NC rates. Asthma is also lower as well as sexually transmitted diseases including Gonorrhea and Chlamydia.

Where Catawba County is faring significantly worse includes:

- Acute Myocardial Infarction (heart attack) mortality is up by 44.7%
- Pneumonia and Influenza 32.8%
- Chronic Lower Respiratory Diseases 39.7% (includes: Asthma, COPD, Emphysema, Chronic Bronchitis, and other diseases.)
- Chronic Liver Disease and Cirrhosis 31.2%
- Unintentional Motor Vehicle Injuries 23.1%
- Suicide 36.1%
- Homicide 33.3%

Ms. McCauley stated that Pneumonia and Influenza's increases are disappointing because both of these diseases have vaccines to prevent them.

## Health Priorities -

Ms. McCauley stated that the health priorities for Catawba County are determined every four years by the Community Health Assessment (CHA). The current priorities are:

- Access to Care
- Cancer
- Obesity
- Substance Abuse

She added that there is very little local data available for these priorities other than Cancer. These issues are more behavior-related, and there is not a lot of that kind of data available is for Catawba County.

## Access to Care -

Regarding the data reported from 2010 to the most current data available from 2013, the numbers remain relatively stable (See Minutes Attachment I). The report is unable to calculate the impact of the Affordable Care Act on access to care. A large number of residents are in the "Medicaid Gap". Access to healthcare providers are also changed very little, however, the small change indicates a potential increase in specialists/ nurse practitioners/physician assistants and a decrease in primary care physicians.

Progress in access to care for Catawba County in 2014 included a Federally Qualified Health Center (FQHC) — Catawba Family Care, which opened in January, 2014. The FQHC provides primary care for children, adults and seniors; medication assistance; and mental and behavioral health services. Services are available regardless of insurance status/type or ability to pay, including individuals with Medicaid coverage. Catawba Family Care is an affiliate of Gaston Family Health Services and was established in partnership with Catawba County Public Health, Catawba Valley Medical Center, Frye Regional Medical Center, and the Greater Hickory Cooperative Christian Ministry.

Due to the Affordable Care Act, 5,897 Catawba County residents received health insurance through the ACA's federal marketplace in 2013-14.

The next slide shows where Catawba County is headed with Access to Care:

- FQHC Advisory Board
  - Determine gaps, define roles in provision of care
  - Explore collaborative efforts around pharmacy, dental and other services.
- Medicaid Reform/Expansion
  - Awaiting state legislature review/decision

Ms. McCauley stated that approximately 9,000 individuals that would gain access to Medicaid if expansion of that program was to occur in Catawba County.

### Obesity -

The county-level data is no longer available; as of 2012, Catawba County data is now included in part of the 17-county Northwest AHEC region. Looking at adult numbers in this 17 county data pool the statistics show: Overweight at 35.1%, obesity has gone up a couple of points to 32.1%, and overweight and obesity combined shows slightly down at 67.2%. These numbers are based on just two years of data.

Ms. Brenda Watson asked why there is a category for "Overweight and Obese". Ms. McCauley stated that you are obese if you are overweight, however, you can be overweight and not obese. Ms. Naomi East stated that designation is dependent on the actual weight and obese is designated over a certain weight. The measurement is based on the Body Mass Indicator or BMI.

## Progress in 2014

One of the initiatives having an impact in Catawba County is the Public Health Farmers Market and to that program SNAP/EBT was added to enable residents that use the food assistance program to use their cards. In addition, a healthy corner store initiative was piloted with three stores in the community.

- Healthy Schools Recognition Program (HSRP): the Healthy Schools Recognition Program created by Catawba County Health Partners and sustained by Catawba county Public Health's School Health program, designated 39 Healthy Schools during the 2013-14 school year, impacting more than 22,000 students. The program asks schools to voluntarily meet standards and implement policies that increase access to physical activity and healthy foods in the school setting.
- Healthy Childcare Centers Recognition Program (HCCRP): Modeled after HSRP, the Health Childcare Center Recognition Program designated 29 Healthy Childcare Centers in 2014, impacting more than 1,800 children. The program asks childcare centers to voluntarily meet standards and implement policies that increase access to physical activity and healthy foods in the childcare setting. In 2014, these policies expanded to require a 100% tobacco-free facility. This program was created by Catawba County Health Partners and is maintained by Catawba County Public Health's Early Childhood Support Team nurses.
- Catawba County Public Health Farmers Market: The Catawba County Public Health Farmers Market returned for a second season, hosting 4,586 customers (an increase from 2013) and 11 farmers over the course of 17 markets from June through September 2014. The market, which took place in the parking lot at Public Health and is also located in a USDA-defined food desert, aimed to increase redemption of Women, Infants & Children (WIC) program farmers market vouchers and increase consumption of fruits and vegetables among area residents. WIC voucher redemption rates are not

currently available for 2014, but the market did increase consumption of fresh produce among 93.2% of customers surveyed.

- **Farmers Market SNAP/EBT-** In 2014, the Public health Farmers Market became the first market in the county to accept SNAP/EBT food assistance benefits. A total of \$1,868 was spent at the market as a result of adding SNAP/EBT. Catawba County Public Health has also launched an initiative to assist other local farmers markets with SNAP/EBT implementation beginning in 2015.
- Farmers Market Bonus Bucks: Catawba County Public Health again utilized Bonus Bucks, an extra \$4 coupon to incentivize WIC clients to use their farmer's market vouchers, at the Public Health Farmers Market. In 2014, Bonus Bucks usage increased and provided \$1,056 in extra produce to 264 WIC clients. The program was funded through corporate sponsorship and private donations.
- Farmers Market at Center United Methodist Church: This market, which was founded in partnership with a Catawba County Health Partners coalition in 2012, returned for a third year in 2014. Located in a rural part of the county, the market hosted 8 farmers and served an average of 50 customers weekly from June to September. Catawba County Public Health provided marketing support throughout market season in the form of flyers and a weekly e-newsletter.

Some of the new community initiatives include maintaining and adding to the Carolina Thread Trail. A new section was built in Newton for that Trail. The YMCA launched a Diabetes Prevention program this past year. Boost Hickory a movement to provide funding that can help develop areas for more access to physical activity and walking areas in the community. The Friends of Hickory was formed to develop a park just off the square in downtown Hickory.

Where we are headed – Public Health will continue the Farmers Market initiative and continue support to the Center United Methodist Church Farmers Market. We are working to adding SNAP/EBT to other community farmers markets, at this time; Conover's Farmers Market is very interested in integrating SNAP/EBT in their market this summer. A "Give Healthy" initiative has been launched that supports donating healthier foods to the soup kitchens and food pantries and will launch in March. We are starting a walking route initiative for downtown Hickory, where Public Health and other community members will work with city leadership and citizens that are already using downtown Hickory for walking to develop marked walking routes that not only help people recognize areas they can walk, but will also promote the idea that Hickory can be a walkable city.

### Substance Abuse-

Like Obesity there is very limited data and reflected around alcohol consumption. The first data point is number of days alcohol was consumed in past 30 days, and the regional data does not show much change for 2012 to 2013. Majority of people did not drink in the past 30 days and the chart shows that everyday drinkers are about 3.3% of the population of adults. The number of drinks in the past 30 days comparing 2012 to 2013 shows the biggest increase in the 1 drink in past 30 days went from 38.5% to 41.8%. The 5 or more drinks the numbers have stayed steady at 11.0%.

In 2014, Catawba County Health Partner's conducted a "Pride Survey", which is a nationally accredited survey designed to identify youth substance abuse trends and risk factors. The overall survey results from 2,235 students in grades 6, 8, 10, and 12 among the three Catawba County public school systems. Ms. McCauley highlighted the top four from this survey, which are:

		Annual	Monthly
-	Alcohol	30.9%	17.3%
-	Tobacco	17.8%	11.4%

-	Marijuana	17.4%	11.8%
_	Prescription Drugs	7.1%	4.2%

The monthly use indicates more frequent use than the annual number and the Marijuana number is actually second with 11.8%, surpassing Tobacco use among the younger population. The changes in Marijuana laws and the perceptions around Marijuana may be influencing the increased use of Marijuana among the County's youth.

Mr. Mixon asked what the reliability of survey information, and Ms. McCauley stated it was a 3% plus or minus confidence interval. She added that the Pride survey is a nationally endorsed survey and considered a "gold" standard for drug free communities. They have a methodology to screen out answers that are not considered viable. They do not accept any surveys that are not fully completed and they have a test to ensure it is statistically relevant. A large sample of students also ensures that the results are reliable.

Mr. Hunsucker asked what age groups were sampled, and Ms. McCauley stated the surveyed grades were 6<sup>th</sup>, 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> graders. Ms. McCauley stated that the 6th graders in Catawba County schools were not included because they are still in the elementary school environment. It was middle school and high school students that were included in the survey.

## 2014 Progress:

A new Public Health initiative was the Pride survey and this data was shared with the three school systems to aid them in their school/community prevention initiatives.

Continuing Community Initiatives included:

- Project Lazarus Partners Behavioral Health collaborative working toward preventing accidental prescription drug overdose.
- Operation Pill Stoppers Drop box initiative for safe disposal of prescription medications in partnership with local law enforcement.

## **Project Lazarus**

- Continuing to participate in collaborative
- Gaining access to current ER data for better understanding of prescription drug overdose problem in Catawba County.

**2014** Progress – Cancer: Ms. McCauley stated she wanted to share some of the progress on cancers here in Catawba County.

## **❖** New Public Health Initiatives:

- Cancer Task Force WellBusiness Program: Launched 2014; 19 companies recognized in March, 2015
- Tobacco-Free Government Grounds, Buildings, and Parks Policies: Implemented by Catawba County and six municipalities: Brookford, Catawba, Claremont, Conover, Newton, and Hickory (Parks & Recreation); created healthier facilities and parks for the combined 146,140 residents they serve.

## **❖** New Community Initiatives:

— Lung Cancer CT Screening at both Catawba Valley Medical Center and Frye Regional Medical Center: shown to detect tumors early and reduce lung cancer mortality by up to 20%; recommended for current or former smokers ages 55-74 who have greater than a 30-pack per year history of smoking.

#### Where We're Headed: Cancer-

# **❖** Continuation of WellBusiness Program

- Provide technical assistance to those that did not qualify for recognition
- Invite more businesses to participate
- Continue to address multiple health risk factors

# **Exploration of 80% by 2018 Initiative**

- Partnership-driven community effort to increase colorectal cancer screening rates
- Shared goal of 80% adults 50% being regularly screened for colorectal cancer by 2018

## 2015 Community Health Assessment (CHA)

- ❖ The 2015 CHA process began earlier this year with a meeting of the Steering Committee
- Community Health Opinion Survey will be sent out late April/early May
- ❖ The data will be analyzed with Lenoir Rhyne University this summer
- ❖ A larger "Action Team" will be assembled in the fall to review the data, determine assets and needs of the community.
- ❖ Community event will planned for January, 2016 to help determine the health priorities
- ❖ The 2015 CHA will be to the State in March 2016

Ms. McCauley asked Board members if they had any questions, and Doug Urland, Health Director, asked Ms. McCauley to share the latest information from the State and also the Farmers Market update.

Ms. McCauley stated that CCPH had received the 2014 WIC voucher reimbursement data from the State WIC office, and Catawba County had a 2014 redemption rate of 64.37% - which is 1<sup>st</sup> in North Carolina! In 2013 Catawba County's redemption rate was 61.88% and we were 3rd in the State. Doug Urland stated that next county closest to CCPH's redemption rate was 56%, which is an 8% lower redemption rate than CCPH. The Farmers Market schedule for 2015 is June 4 – September 24, 2015 on Thursdays from 11 am to 2 pm.

Catawba County Public Health has been invited to give a presentation about the Farmers Market at the NACCHO conference in April being held in Arizona. CCPH will be awarded the NACCHO Innovation Award for the Farmers Market and WIC Voucher redemption efforts. Doug stated that Amy McCauley, Kelly Isenhour, Tracey Paul, and Julie Byrd will be making the presentation next week at the conference next week. The Farmers Market initiative will be shared in hopes that it can be replicated in other communities and have a positive impact providing not only access to fresh fruits and vegetables with farmers market vouchers, but also address major issues like obesity and nutrition.

Doug Urland, Health Director, congratulated Amy and her staff, WIC Supervisor, Julie Byrd and her staff and the Public Health staff who worked so hard. The staff efforts through: WIC vouchers, SNAP/ETB, access to fresh fruit and vegetables in food desert areas provides better nutrition, and assisting other markets in 2015 is having an impact on the community and is leading the way to healthier eating.

## NATIONAL PUBLIC HEALTH - 2015

Mr. William Mixon, Chairman read the following proclamation that was adopted on this date by the Catawba County Board of Commissioners:

# NATIONAL PUBLIC HEALTH WEEK April 6-12, 2015

WHEREAS, we hope Catawba County residents will live long, healthy lives free from injury and diseases like cancer, heart disease, COPD and stroke, which are the top four causes of death in Catawba County;

WHEREAS, we recognize prevention is paramount to preserving the health of our community; and

WHEREAS, we recognize tobacco, physical inactivity, and poor nutrition as the three leading preventable causes of death; and

WHEREAS, in acknowledgement of the devastating impact of poor health on our citizens, we encourage everyone to eat well, exercise, get regular check-ups, and make healthy choices that will improve their health and the health of their families;

NOW, THEREFORE, the Catawba County Board of Health does hereby in recognition of National Public Health Week, support Catawba County Public Health's efforts to make the healthy choice the easy choice for everyone in our community through enhanced opportunities for physical activity, increased access to healthy nutritional options, and the creation of tobacco-free environments.

This the  $6^{th}$  day of April, 2015.

Chairman Mixon asked Mr. Urland to give his report to the board.

### HEALTH DIRECTOR'S REPORT

Mr. Doug Urland, Health Director, gave his report. The SOTCH report, which used to be our December meeting presentation, but due to the change in the schedule for this report it, was the bulk of the agenda for tonight's meeting. As Chairman Mixon mentioned earlier, we are looking at heavier agendas for May and June. There are several items on next month's agenda which will include: Home Health Advisory Board and Governing Body, and the Legal Update presentation by Debra Bechtel, County Attorney. Mr. Urland and Ms. Bechtel will attend the NC Local Health Director's Legal Conference in April and will be reporting on that to the Board during May or June. The Legal Update is required by Public Health Accreditation to ensure that the Board of Health has representation as necessary from Legal Counsel, and will keep the Board of Health informed about legal issues.

**Budget** - the Governor has released his proposed budget and the Senate and the House both will have to release their respective budgets. The legislature is on Spring break during the week of April 6-10, therefore, no legislative activity at this time.

There has been legislation put forward for consideration and Mr. Urland stated that the filing deadlines for legislation is April 8<sup>th</sup> or April 15<sup>th</sup> for non-fiduciary bills. He stated that he will report to the Board when more information is received on the bills that will be considered by the General Assembly. He added that one bill that has been filed is regarding immunizations, and added that he has had meetings with the three school superintendents to encourage current student immunizations and the changes that are happening with regards to kindergartners.

Amy McCauley and Mr. Urland was guests on Hal Rowe's radio show and that gave the opportunity to talk about immunizations and how important they are in preventing disease. They also talked about the new laws effective July 1, 2015 and encourage parents to schedule their appointments with their children's doctors so they will be ready for school in the fall. He will keep the board informed on any legislation being considered by the legislators regarding immunization laws.

Local Budget – Mr. Urland stated traditionally the Budget Finance Subcommittee for the Board of Health meets during January with Public Health staff. However, this year due to the revaluation of property this year, State and Federal dollar allocation there is a different budget process this year. Staff had a session with the County

budget office a couple of weeks ago, and today spoke with Chairman Mixon and Vice-Chairman Dollar about presenting a budget update during the May Board meeting.

**State of the Public Health in the Community** - Mr. Urland stated that he made the presentation to the Board of Commissioners as was mentioned by Mr. Hunsucker in his report. Due to inclement weather this presentation had been postponed from the original date in February.

It provided an opportunity to share the issues that Public Health is currently working on. Mr. Hunsucker stated that he appreciated the information that Mr. Urland presented on services being provided by Public Health staff to the community.

## OTHER BUSINESS

Hearing no further business, Dr. Sharon Monday moved that the Board of Health be adjourned. Ms. Naomi East seconded the motion and it passed unanimously. The meeting adjourned at 7:50 pm

Respectfully Submitted:

Douglas W. Urland Health Director

DWU: mjk